

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Lanny Gilbert

Serial No.: 09/747,005
Continuation

Group Art Unit: 2151

Filing Date: December 22, 2000

Examiner: Unassigned

For: SYSTEMS AND METHODS FOR LIMITING WEB SITE ACCESS

Box Patent Application
Commissioner for Patents
Washington, DC 20231

Attorney Docket No. 36968/248471
Date: June 4, 2001

PRELIMINARY AMENDMENT

Sir:

Please preliminarily amend the above-identified patent application prior to examination.

In the Specification

On page 1, insert the following paragraph before "BACKGROUND OF THE INVENTION."

-- RELATED APPLICATION

This application is a continuation and claims the priority of the U.S. Patent Application Number 09/747,005 filed on December 22, 2000. --

Continuation of 09/747,005

Filed: December 22, 2000
Inventors: Gilbert, Lanny
PRELIMINARY AMENDMENT

Respectfully submitted,



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Version with Markings to Show Changes Made

SYSTEMS AND METHODS FOR LIMITING WEB SITE ACCESS

FIELD OF THE INVENTION

The present invention relates to systems and methods for access control, and more particularly for limiting web sites access.

RELATED APPLICATION

This application is a continuation and claims the priority of the U.S. Patent Application Number 09/747,005 filed on December 22, 2000.

BACKGROUND OF THE INVENTION

The advent of computers and the Internet has changed profoundly the way that information and services are provided. Now consumers can have instantaneous access to information with a click of a mouse and can make a purchase without leaving their house. For example, a consumer can read the latest news from a newspaper's web site or check his stock portfolio at a web site of a financial institution. The number of people accessing the information and obtaining services through the Internet is increasing daily, and this represents a new market for all merchants of information and services.

This new electronic market represents a new opportunity and a new challenge to all merchants. Now, the merchants can reach consumers who they would not have been able to reach, but at the same time, new business models need to be developed to overcome new obstacles associated with the new opportunity. One of the obstacles is to overcome consumer's reluctance to adopt the new technology and to use the new electronic market. Traditionally, consumers have the opportunity to check a product or to ask salespersons questions before purchasing a product or service. Computers and the